

CLAIMS

1. An electronic business card configured to display at least one image to a user, the electronic business card comprising:
  - a storage device configured to store the at least one image;
  - a display device configured to display the at least one image; and
  - a processing device configured to read the at least one image from the storage device and to display the at least one image on the display device.
2. The electronic business card of Claim 1, wherein:
  - the electronic business card is sized approximately 2 by 3.5 inches (50 by 88 mm).
3. The electronic business card of Claim 1, further comprising:
  - at least one input device to which the processing device is responsive in order to allow the user to control display of the at least one image.
4. The electronic business card of Claim 3, wherein the at least one input device includes:
  - FORWARD and BACK pads that, when activated by the user, cause images to be displayed in a forward or backward sequence, respectively.

5. The electronic business card of Claim 3, wherein the at least one input device includes:

a pad that, when activated by the user, causes a listing of the at least one image to be displayed on the display device.

6. The electronic business card of Claim 1, further comprising:

at least one solar cell configured to provide power.

7. The electronic business card of Claim 1, wherein the display device includes:

a plurality of picture elements containing respective multi-chromic beads whose physical orientation is controlled by the processing device so as to collectively form the at least one image.

8. The electronic business card of Claim 7, wherein the display device further includes:

a matrix of plural cells respectively containing the multi-chromic beads.

9. The electronic business card of Claim 8, wherein the plural cells further contain:

a fluid that supports the multi-chromic beads so as to help retain respective physical orientations of the beads so that the multi-chromic beads continue to display the at least one image without further application of power.

10. The electronic business card of Claim 7, further comprising:

a row decoder and a column decoder, responsive to the processing device and configured to address individual

picture elements and selectively control the physical orientation of respective multi-chromic beads as the picture elements in accordance with the at least one image from the storage device.

11. A method of requiring a target audience member to view at least one payload image containing information that a presenter desires to propagate among target audience members, the method comprising:

displaying the payload image on a device in association with at least one hook image adapted to arouse an interest of the target audience member;

receiving a user response that the target audience member enters into the device;

analyzing the user response according to least one criterion; and

displaying a reward image if the user response satisfies the at least one criterion.

12. The method of Claim 11, wherein the displaying step includes:

displaying the payload image before the hook image.

13. The method of Claim 11, wherein the displaying step includes:

displaying the payload image contemporaneously with the hook image.

14. The method of Claim 11, wherein the displaying step includes:

displaying the payload image integrally with the hook image.

15. The method of Claim 11, wherein the displaying step includes:

displaying the payload image after the hook image.

16. The method of Claim 11, wherein:

the hook image is part of a game;

the user response includes an input expressing the user's playing of the game; and

the analyzing step includes judging a success of the user at playing the game.

17. The method of Claim 11, wherein:

the hook image includes a question in a quiz;

the user response includes an input expressing a response of the user to the question; and

the analyzing step includes judging whether the response is a correct answer to the question.

18. The method of Claim 11, wherein the reward image presenting step further includes:

presenting a payload image in association with the reward image.

19. The method of Claim 11, wherein:

the device is an electronic business card.

20. The method of Claim 11, wherein:

the device is a personal digital assistant (PDA).

21. The method of Claim 11, wherein:

the device is a personal computer (PC).

22. A method of propagating a presentation to display devices of respective members of a target audience, the method comprising:

communicating the presentation, in association with at least one hook image that targets an interest of the target audience, to a first display device; and

causing the first display device to display the presentation along with the at least one hook image so as to force a first target audience member viewing the at least one hook image to also view the presentation, and so as to encourage the first target audience member viewing the presentation and associated hook image to communicate the presentation and associated hook image to at least a second display device of a second target audience member.

23. The method of Claim 22, wherein:

the first display device is a personal digital assistant (PDA).

24. The method of Claim 22, wherein:

the first display device is a personal computer (PC).

25. The method of Claim 22, further comprising:

causing the second display device to display the presentation along with the at least one hook image so as to force a second target audience member viewing the at least one hook image to also view the presentation, and so as to encourage the second target audience member viewing the presentation and associated hook image to communicate the presentation and associated hook image to at least a third display device of a third target audience member.

26. The method of Claim 25, wherein:

the second display device is a personal digital assistant (PDA).

27. The method of Claim 25, wherein:

the second display device is a personal computer (PC).

28. The method of Claim 25, wherein:

the first display device is a personal digital assistant (PDA); and

the second display device is a personal computer (PC).

29. The method of Claim 25, wherein:

the first display device is a personal digital assistant (PDA); and

the second display device is a PDA.

30. The method of Claim 22, wherein the causing step includes requiring a target audience member to view at least one payload image containing information in the presentation that a presenter desires to propagate among the target audience members, in association with the at least one hook image, the requiring step including:

presenting the payload image on the first display device in association with the at least one hook image;

receiving a user response that the first target audience member enters into the first display device;

analyzing the user response according to at least one criterion; and

displaying a reward image if the user response satisfies the at least one criterion.

31. A computer-readable memory that, when used in conjunction with a computer, can carry out a method of requiring a target audience member to view at least one payload image containing information that a presenter desires to propagate among target audience members, the computer-readable memory comprising:

computer readable code configured to display the payload image on a device in association with at least one hook image adapted to arouse an interest of the target audience member;

computer readable code configured to receive a user response that the target audience member enters into the device;

computer readable code configured to analyze the user response according to least one criterion; and

computer readable code configured to display a reward image if the user response satisfies the at least one criterion.

32. A computer readable memory that, when used in conjunction with a computer, can carry out a method of propagating a presentation to display devices of respective members of a target audience, the computer readable memory comprising:

computer readable code configured to communicate the presentation, in association with at least one hook image that targets an interest of the target audience, to a first display device; and

computer readable code configured to cause the first display device to display the presentation along with the at least one hook image so as to force a first target audience member viewing the at least one hook image to also view the presentation, and so as to encourage the first target audience member viewing the presentation and associated hook

image to communicate the presentation and associated hook  
image to at least a second display device of a second target  
audience member.

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